

**Building Healthcare Brands in the Digital Age:
Insights from Dr. N. Krishna Reddy at the Digital Transformation Colloquium**



**Meet Prof. K S Venu Gopal Rao, IBS Director with
Dr. N. Krishna Reddy, CEO of ACCESS Health International (IFHE)**



**IBS Director Prof. K S Venu Gopal Rao with Dr. N. Krishna Reddy,
CEO of ACCESS Health International discussion in the Conference Hall**



**Staircase in Group Photo with Dr. N. Krishna Reddy,
CEO of ACCESS Health International**

The Digital Transformation Colloquium (DTC) at IBS Hyderabad featured a panel on “Building Healthcare Brands in the Digital Age,” on 19th July, 2024, led by our Director, **Dr. Venu Gopal Rao K.S.**, with **Dr. N. Krishna Reddy**, CEO of **ACCESS Health International**, as our esteemed speaker. Dr. Reddy, with his rich background as a cardiologist and health system transformer, emphasized that brand consistency and purpose endure despite managerial changes.

The discussion highlighted the need for balancing corporate and clinical governance, ensuring patient safety, and addressing affordability and quality in healthcare. Key topics included integrating healthcare brands into the digital space, the role of the National Health Authority, and digital education and training. Challenges in marketing digital healthcare in rural areas with limited tech access were also explored.

Dr. Reddy stressed that maintaining consistent value and a clear vision is crucial for building strong B2B healthcare brands. The colloquium provided valuable insights into the future of healthcare and digital transformation, inspiring our team at IBS Hyderabad.

Empowering Women's Health and Hygiene: A Wellness Initiative at IBS Hyderabad July 7th, 2024



IRA Healthcare Groomed by ICFAI Incubator

IRA Disposable Pouch





IRA Disposable Pouch

We are proud to announce a recent initiative at our girls' hostel at IBS Hyderabad, focused on promoting women's health and hygiene. This included a women's health consultancy event featuring a gynecologist who provided informative one-on-one talks with the girls. Additionally, we introduced a line of comfortable and breathable organic cotton sanitary pads as part of their sanitary health.

This comprehensive approach ensures our residents have access to not only valuable knowledge about their health but also essential products that prioritize their comfort and well-being. We believe that creating a safe space for open discussions and providing resources like these empowers young women to make informed choices about their health.

World Environment Day Celebration 2024: IBS-Hyderabad



**Planting of Sapling by Prof. Sainath Manikonda –
Executive Director of IIEC @ IFHE Campus**



**Planting of Sapling by Prof. K S Venu Gopal Rao Director of IBS Hyderabad with
Prof. Sainath Manikonda - Executive Director of IIEC @ IFHE Campus**



**Planting of Sapling by Prof. Sainath Manikonda :
Executive Director of IIEC @ IFHE Campus**

On the occasion of World Environment Day Celebration **June 5th, 2024** - Organized by the Institution's Innovation Council and by Club Prakriti - the official nature and adventure club of IBS Hyderabad in collaboration with Macon - The Entrepreneur Cell of IBS Hyderabad.

Empowering Young Minds:
Summer Camp 2024 by the Departments of Mathematics and English
Organized by the Faculty of Science and Technology, ICFAI Foundation for Higher Education

The summer camp was inaugurated on **6th May 2024** by the Director ICFAITech **Prof. K.L. Narayana**. The Associate Deans Dr. Suresh Kumar Gandhi, Dr. J.R. Nayak and Dr. Anjanna Matta attended this event along with other faculty and research scholars. This camp is organized by Department of Mathematics and English, for the period of 5 days. Department of Mathematics faculty members delivered the lectures during this 5 days and taught the 10th class mathematics topics, motivated them to pursue higher studies. The closing ceremony was happened on **10th May 2024** and Director ICFAITech **Prof. K.L. Narayana** addressed the students about importance of education and its impact on the society. The summer camp was organized by Dr. Anjanna Matta and Dr. Pijosh Panday. The summer camp is coordinated and led by student club Paritantra. Volunteers from the department of mathematics and Paritanthra club students were mobilized to reach the nearby government schools and motivate them to join the summer camp being offered at Department of Mathematics, FST(ICfaiTech). All other Mathematics faculty and research scholars are actively participated in this camp.

Objectives of the Summer Camp

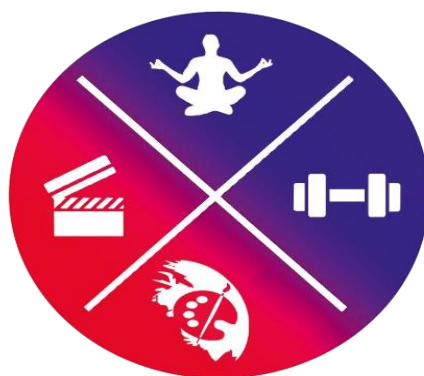
The summer camp aimed at the following objectives

- To train students in the basic Mathematics by removing inhibitions towards the subject.
- To increase the degree of comprehension
- To improve their communication skills.



Summer camp Photos

Be the Lifeline: Blood Donation Camp 2023



ASANA
Heal Your Soul

Name of the event: BLOOD DONATION CAMP

Date and Duration of the event: 13/02/2023, Monday

Venue of the event: FST Auditorium

Event consisted of:

Coordinators: Jayanth, Avanthika and Sri Pooja

Asana Club has proudly conducted the Blood Donation Camp yet again this year, with a lot of responses and good output coming from many budding juniors. Many students came forward to donate their blood for a good cause. Professionals from The Red Cross Foundation, Hyderabad came forward to take part and collect the blood, with good assistance and proper prior diagnosis of each student.

The event took place successfully in the FST Auditorium on 13th February 2023, Monday.



The volunteers taking part in the event



Nurses and professionals taking their diagnosis



A student taking part in the event

VIDHYADHAAN 2023:

Spreading Knowledge Through Book Donation and Community Engagement



Paritantra club is conducted **Vidhyadhaan** in the even semester on **06 April 2023** of the academic year 2022-2023, where we collected new or gently used books and donated them to students in nearby Government schools. Donating the books are of great benefit to school students who are poor and meritorious. Department of Physical Sciences, FST(IcfaiTech), IFHE wishes to serve the underprivileged by donating Physics and Chemistry lab record books which were used partially by our university students in the previous Semester. The partially used lab records were accumulated in our labs. We also interacted with them, educating them on the various benefits of book reading, explaining them the motto of our club and how being responsible towards the environment must be instilled in young children. We were visited four Government High Schools in Maharajpet, Tanguru and Proddutoor. We took the help of students from our Paritantra club at FST, IFHE and its club Mentor Dr. Anjanna Matta to distribute the partially used lab records.

The club volunteers were visited each of the schools respectively with the faculty Dr. Anjanna Matta and Dr. M. Upender accompanying them as well. School books were distributed. This proved to be a very humbling and enlightening experience for everyone who was a part of it and this is Paritantra continuing its tradition of Vidhyadhaan. We also collected the contacts of a few 9-grade students who would be interested in participating in a summer camp organized by us which would act as an abridged course for students moving from 9th grade to 10th grade





Student Activity and Research on Sustainability

Legal Aid Club – ICFAI Law School

The Legal Aid club conducted **two activities** in conception with sustainability in the year 2023-24, which are as follows:

On 24th January 2024, we organized an educational, motivational program at Zilla Parishad High School in Kondakal Village with the aim of promoting inclusive and equitable quality education. The students who participated in the program are from economically and socially backward communities and we believe that improving their education will enhance their own and their families' prospects. Since the students have been using mobile phones for both educational and entertainment purposes during the COVID-19 pandemic, they have developed an addiction to mobile games and have become demotivated to study. To address this issue, we conducted various activities such as drama, poster presentations, and a quiz to help the students understand the importance of education. We also collected feedback from the students to evaluate the impact of the program on their learning capability.



On 18th March 2024, a legal awareness and assistance program was organized in Fathepur village in collaboration with the District Legal Services Authority to address inequality within the community. Sixteen disabled individuals received guidance and support to obtain disability pensions, access education, and obtain necessary certificates. This initiative aims to foster inclusivity within the rural society. from this study were presented at a conference and submitted for publication in the Scopus Indexed journal. Some of this fieldwork was carried out under the IFHE seed money Project on The Socio-Cultural Dynamics of the Adivasi community in the Adilabad district. The links to the evidence of fieldwork are posted given.